GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA

UNSTARRED QUESTION NO:931
ANSWERED ON:29.11.2005
PROMOTION OF KVIC BY SELF HELP GROUPS NO
Virendra Kumar Shri

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

(a): whether the Government has taken steps to assist the women members of the Self Help Group to promote their products;

(b): if so, the details thereof;

(c): whether the Government has proposed to assist in their marketing strategies; and

(d): if so, the details thereof alongwith the steps, being taken by the Government to empower the rural women in the promotion of Khadi Village Industries?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a): Yes, Sir.

(b): Under the Central Government`s Rural Employment Generation Programme (REGP), implemented by the Khadi and Village Industries Commission (KVIC), self-help groups (SHGs), including those formed by women entrepreneurs, are assisted, with effect from 01 April 2005, in setting up village industries by providing margin money assistance through the KVIC and loans though public sector commercial banks, etc., 127 projects have been sanctioned to women SHGs under the REGP till 31 March 2005.

(c)&(d): KVIC also provides marketing support to such SHGs by way of assistance to participate in exhibitions and in the sale of their products through outlets of KVIC, State Khadi and Village Industries Boards(KVIBs) and institutions affiliated to KVIC/State KVIBs. In addition, entrepreneurs in rural areas, including women, are also provided training for skill development and capacity building through training centers of KVIC, State KVIBs, State KVIBs and institutions affiliated to KVIC/State KVIBs.